

G290 - B

Basic Public Information Officer

Course Description

This one-day course will give a brief overview of media relations, writing a press release and conducting an interview. Its emphasis is on the basic skills and knowledge needed for emergency management public information activities.

Course Objectives

- Develop and/or enhance basic skills in writing press releases
- Understand the role of public information officer
- Understand the role of the media and how the media works
- Develop and/or enhance basic skills in conducting press interviews
- Develop and/or enhance basic skills in working with the media

Course Length

- 8 hours

Prerequisite

- None

Target Audience/Discipline

- Emergency Management Directors and staff
- Police
- Fire
- Military
- Emergency Medical Service personnel
- Elected and appointed officials
- Public works
- Volunteer agencies